

Fashion Calendar 1948

3/15/48

JANUARY

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|---|--|--|--------------------------------------|
| <u>WEEK ENDING FRIDAY, MARCH 12, 1948</u> | | | |
| Just Issued | FALL SHOE AND LEATHER COLOR CARDS | TEXTILE COLOR CARD ASSN. OF THE U.S. INC. | 200 MADISON AVENUE |
| | The women's and men's shoe and leather color cards are issued for each Spring and Fall season by The Textile Color Card Assn. in cooperation with the Tanners' Council of America, National Shoe Manufacturers Assn. and National Shoe Retailers Assn. Presented in pocket-size booklet form as in previous seasons, these cards portray the official shoe colors in leather swatches. Contact: Margaret Hayden Rorke, Managing Director, CA. 5-5881. | | |
| Friday March 12 12:15 P.M. Luncheon | READY-TO-WEAR DIVISION MEETING | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | HOTEL BILTMORE BALLROOM |
| | The ready-to-wear division of The Fashion Group will present "Summer Weekends in Five Scenes", a showing of cotton and linen fashions for all occasions from beach to ballroom. Commentator: Ruth E. Waltz, Advertising Manager, Milgrim. Chairman of Ready-To-Wear Div.: Nancy White. Price (including tax and tip): \$3.50 for members; \$4.00 for guests (one to each member). Contact: The Fashion Group, Inc., CI. 7-3940. | | |
| Friday March 12 1:00 P.M. Luncheon | "SPRING INTO SUMMER" MILLINERY FASHIONS | EVE TARTAR (676 MADISON AVE.) | LATIN QUARTER B'WAY & 48TH STREET |
| | Spring and Summer hats by Eve Tartar will be presented during luncheon at the Latin Quarter, prior to the Maggi McNellis broadcast. For reservations, contact Mr. Mack, CI. 6-1737. Eve Tartar Publicity: Estell Staub, RE. 4-3011. | | |
| Friday March 12 1:00 P.M.- 1:30 P.M. | HAND-KNIT FASHIONS ON TELEVISION SHOW | SWIFT & COMPANY | STATION WNBT CHANNEL 4 |
| | "Eye For Fashion" television program with Jinx Falkenburg and Tex McCrary as M.C.'s, will interview Gizi Alton, editor of "Modern Knitting". There will be a showing of hand-knit fashions. Producer: Lee Cooley of McCann-Erickson. Fashion Coordinator: Lucille Hudiburg, EL. 5-3508. For tickets, contact: CI. 7-8300. | | |
| Friday March 12- April 10 | ORIGINAL DESIGNS FOR "I REMEMBER MAMA" | TRAPHAGEN SCHOOL OF FASHION | 1680 BROADWAY AT 52ND STREET |
| | Exhibit of costumes designed by Howard Stevenson for Irene Dunne and Barbara Bel Geddes in George Stevens' screen production for RKO Radio Pictures' "I Remember Mama", currently at the Music Hall. Also, original sketches of the 1910-1914 fashions seen in the picture; stills showing the completed wardrobes; and an informative series of photographs depicting how a motion picture costume is born. Open to public. Contact: Dorothy Tyroler, CO. 5-2077. | | |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| <u>WEEK BEGINNING MONDAY, MARCH 15, 1948</u> | | | |
| Monday March 15 11:00 A.M.; 2:30 P.M. | "LEAP-YEAR LOOK" IN FUR AND CANVAS Ruddy-Zito will present Paris-inspired fur fashions for Fall and new collegiate junior models. By invitation. Showings by appointment, March 16-March 19. Contact: LO. 4-3577 or PE. 6-5000. Publicity: Irving Rosen, CH. 2-7930. | RUDDY ZITO CO., INC. (333 SEVENTH AVENUE) | HOTEL PENNSYLVANIA KEYSTONE ROOM |
| Monday March 15 1:00 P.M. Luncheon | "PINK ROOM VICTORIANA" MILLINERY SHOW Russeks Fifth Avenue's latest Pink Room collection of "sonnet bonnets" will be presented during luncheon. Press by invitation. Public by reservation. For reservations contact: PL. 3-4500, Ext. 123. Russeks Publicity: Helen Moran, WI. 7-1900. St. Regis Publicity: Mary Alice Rice, CI. 6-1790. | RUSSEKS FIFTH AVENUE | ST. REGIS HOTEL IRIDIUM ROOM |
| Postponed March 15 | HELENA RUBINSTEIN'S SALON AND EXECUTIVE OFFICE BUILDING OPENING, ORIGINALLY SCHEDULED FOR MARCH 15, HAS BEEN POSTPONED TO TUESDAY, APRIL 6, FROM 5:00 P.M. TO 7:00 P.M. (See Page 6). | | |
| March 15 | NATIONAL HOBBY WEEK (March 15-March 22). | | |
| Tuesday March 16- March 19 | "ALL IN FUR" FASHION PREVIEW Sol Vogel will present his fur fashions on Tuesday, March 16, at 10:00 A.M. and 4:30 P.M. at the Hotel Pennsylvania, Roof Garden; and at the Hotel Governor Clinton, Governor Room, on Wednesday, March 17, at 2:00 P.M.; on Thursday, March 18 and Friday, March 19, at 10:00 A.M. and 2:00 P.M. Admission \$2.00 (proceeds to various charities.) Contact: Sol Vogel, PE. 6-7425. | SOL VOGEL (330 SEVENTH AVE.) | HOTELS PENNSYLVANIA & GOVERNOR CLINTON |
| Tuesday March 16 1:00 P.M. Luncheon | SPRING FASHIONS AT LUNCHEON SHOW Macy's will present new Spring fashions during luncheon. Press by invitation. Public by reservation. For reservations, contact head-waiter, PL. 3-4600, Ext. 20. Macy's Publicity: Helen Law, CH. 4-2000, Ext. 2431. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600. | MACY'S NEW YORK | RITZ CARLTON HOTEL OVAL ROOM |
| Tuesday March 16 2:30 P.M.; 3:30 P.M.; 4:30 P.M. | PRESS PREVIEW: NEW "U" HAIRCUT Showing for the press of the new "U" haircut created by Mr. Leon of the American Hair Design Institute. Three demonstrations, one-half hour each at 2:30 P.M.; 3:30 P.M.; 4:30 P.M. By invitation only. Publicity: Eleanor Rowlands, MO. 4-9292. | AMERICAN HAIR DESIGN INSTITUTE | 70 WEST 46TH ST. |
| March 17 | ST. PATRICKS'S DAY (Wednesday). | | |
| Wednesday March 17 1:00 P.M. Luncheon | "N.Y. DISTINCTION" FASHION SHOW The Tailored Woman will present a promenade of morning to evening Spring Silhouettes, "as varied and as eye-arresting as our fabled skyline." Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Publicity: Belle Irene Gillis, PL. 5-2500. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000. | THE TAILORED WOMAN | WALDORF-ASTORIA SERT ROOM |

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| Wednesday March 17 1:00 P.M. Luncheon | CUSTOM-ORDER FASHIONS AT LUNCHEON SHOW Alice Orovan will present her Spring custom-order collection during luncheon. Hats by Walter Florell. Showing for benefit of American Red Cross Fund. Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Publicity: Nona James, VO. 5-3440. Hotel Pierre Publicity: Mrs. Herbert MacGrey Hanscom, RE. 4-5900. | ALICE OROVAN (785 FIFTH AVE.) | HOTEL PIERRE COTILLION ROOM |
| Cancelled March 17 | ALTMAN'S "EASTER PARADE" FASHION SHOW, ORIGINALLY SCHEDULED FOR WEDNESDAY, MARCH 17, AT 2:30 P.M., HAS BEEN CANCELLED. | | |
| Thursday March 18 12:15 P.M. Luncheon | ACCESSORIES LUNCHEON MEETING "Summer Accessories Make News--How to Promote: Shoes, Hosiery, Gloves, and Handbags." Speakers: L.J. Horan, President of J. & J. Slater; and Harry L. Weisman, Merchandising Mgr. of accessories, The Hecht Co., Washington, D.C. Chmn. of Accessories Div.: Betty Held. Price (including tax and tip): \$3.10 for members; \$3.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940. | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | HOTEL BILTMORE BALLROOM |
| Thursday March 18 1:00 P.M. Luncheon | CHILDREN'S FASHIONS AT LUNCHEON SHOW Easter and Spring fashions for children will be presented by L. Brogan during luncheon. Press by invitation. Public by reservation. For reservations, contact Mrs. Otis, PL. 3-1740, Ext. 176. Publicity: Alexandre Tarsaidze, PL. 3-1241. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740, Ext. 169. | L. BROGAN | HOTEL PLAZA TERRACE ROOM |
| Thursday March 18 4:00 P.M. Cocktails | PRESTIGE HOSIERY FASHION SHOW Press preview featuring Dior originals just flown over from Paris, coordinated with Spring fashion colors by Prestige Hosiery. Showing promptly at 4:30 P.M. Attendance strictly by invitation. Publicity: Eleanor Ward, MU. 2-8920. | PRESTIGE HOSIERY, INC. | SHERRY'S 300 PARK AVENUE |
| Thursday March 18- March 19 | MARKETING CONFERENCE FOR AMA MEMBERS Contact: American Management Association, 330 West 42nd Street. | AMERICAN MANAGEMENT ASSOCIATION | HOTEL NEW YORKER |
| Friday March 19 10:00 A.M. Coffee & Brioche | "THE FRENCH AIR" -- MIDSEASON COLLECTION David Westheim will present "The French Air"--his midseason collection of "authoritative adaptations" based on current French showings. Attendance by invitation only. Publicity: Stephanie Frey, Robbins and Barber, MU. 5-0863. | DAVID WESTHEIM | 1400 BROADWAY SHOWROOM |
| March 20 | FIRST DAY OF SPRING (Saturday). | | |
| Saturday March 20 11:00 A.M. | "CALLING ALL GIRLS" FASHION SHOWING Teen and "Glamma-Teen" fashions will be presented at Gimbel's "Calling All Girls" show. Nancy Pepper will be present and will introduce her new book "Teen-Age Blues." Open to public. Publicity: Terry Mayer, LO. 5-1500, Ext. 600. | GIMBEL BROTHERS | 5TH FLOOR HIGH SCHOOL DEPT. |

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| Saturday March 20- April 18 | TWELFTH ANNUAL PHOTO EXHIBIT The Press Photographers Association of N. Y. will conduct the 12th Annual edition of outstanding news photos, including feature, sports, pictorial, portrait, magic eye and color photos. Newsreel, camera, photo and sports editors will select the prize winning pictures in each of the varied classes. There will be daily discussions and demonstrations by leading news photographers. Price: 35¢. Contact: Sam Falk, MU. 2-3420. | PRESS PHOTOGRAPHERS ASSN. OF N. Y. | VETERANS CENTER 500 PARK (AT 59TH) |
| March 21 | PALM SUNDAY | | |
| March 21- March 27 | HOLY WEEK No regular luncheon fashion shows have been scheduled at the following hotels during Holy Week: Ritz Carlton, Waldorf-Astoria, Pierre, Plaza. | | |
| Monday March 22 1:00 P.M. Luncheon | MILLINERY FASHIONS AT LUNCHEON SHOW Millinery fashions by Cesar Rubio will be presented during luncheon. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Cesar Rubio and St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790. | CESAR RUBIO (40 EAST 50TH ST.) | ST. REGIS HOTEL IRIDIUM ROOM |
| Monday March 22- April 2 | CHILDREN'S CLOTHES FROM LONDON New collection of "Renown" children's clothes from London in addition to Berkertex women's suits and dresses in English worsteds and tweeds. By appointment. Contact: Mr. Leslie M. Berker (after March 10) at Waldorf-Astoria, EL. 5-3000. | BERKERTEX BOND ST., LONDON | WALDORF-ASTORIA |
| Tuesday March 23- March 24 10:00 A.M.- 5:00 P.M. | EXHIBITION OF NEW GLOVES Trude Schoeman will present her Spring and Summer collection of hand-made gloves for daytime, sport, and afternoon wear, coordinated with custom-made gloves and handbags. For the press and her private clientele. Attendance by invitation. Contact: Trude Schoeman, VI. 9-8009. | TRUDE SCHOEMAN | SAVOY PLAZA MANDARIN FOYER |
| Wednesday March 24 3:30 P.M. | OPENING OF NEW SPECIALTY CORNER Gimbels will present a Spring fashion show for the press at the opening of their new Specialty Corner on the 3rd floor. Showing at 3:30 P.M. Cocktails at 4:00 P.M. Attendance by invitation. Publicity: Terry Mayer, LO. 5-1500, Ext. 600. | GIMBEL BROTHERS | 3RD FLOOR |
| March 25 | HOLY THURSDAY | | |
| March 26 | GOOD FRIDAY | | |
| March 27 | BASEBALL WEEK (March 27-April 3). | | |
| March 28 | EASTER SUNDAY | | |
| Monday March 29 8:30 A.M. Breakfast | PRESS SHOWING OF "GRANDDAUGHTER'S TRUNK" Saks 34th will present "Granddaughter's Trunk", Minx Modes dresses for all occasions in the Younger Set Shop. Attendance by invitation only. Publicity: Frances Eisner, LA. 4-7000, Ext. 445. | SAKS 34TH | 2ND FLOOR YOUNGER SET SHOP |

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| Monday March 29 1:00 P.M. Luncheon | MILLINERY FASHIONS AT LUNCHEON SHOW Rose Saphire will present her Spring and Summer millinery fashions during luncheon. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Contact: Rose Saphire, WI. 2-4374. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790. | ROSE SAPHIRE | ST. REGIS HOTEL IRIDIUM ROOM |
| Tuesday March 30 1:00 P.M. Luncheon | SUMMER COTTONS AT LUNCHEON SHOW Zachery Bogert's 1948 collection of daytime cottons for Summer and a few for evening wear. Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Cotton Shop, contact Mr. Lawrence, PL. 9-7100. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600. | THE COTTON SHOP | RITZ CARLTON HOTEL OVAL ROOM |
| Wednesday March 31 12:30 P.M. Luncheon | SPRING AND SUMMER LUNCHEON SHOW Sydell will present her Spring and early Summer collection of suits, cocktail, dinner and evening clothes, followed by a bridal procession. Hats by Mme. Andree. Showing at 2:30 P.M. Price of tickets: \$6.50. For tickets, contact: ES. 7-2748. | SYDELL (666 FIFTH AVE.) | WALDORF-ASTORIA GRAND BALLROOM |
| Wednesday March 31 1:00 P.M. Luncheon | SPRING FASHIONS AT LUNCHEON SHOW Ready-to-wear and custom-made originals in dresses, ensembles and millinery will be presented by Maretta Feeley. Press by invitation. Public by reservation. For reservations, contact: "Frank", headwaiter, EL. 5-3000. Contact: Maretta Feeley, PL. 5-6183. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000. | MARETTA FEELEY (6 EAST 53RD ST.) | WALDORF-ASTORIA SERT ROOM |
| Wednesday March 31 2:30 P.M. | SHOWING OF FASHIONS FOR BRIDES Altman's will present a bridal fashion show. Open to the public. Publicity: Etta Daub, MU. 9-7000. | B. ALTMAN & CO. | 3RD FLOOR |
| Wednesday March 31 4:00 P.M.- 7:00 P.M. Cocktails | "CUTTING UP IN COTTON" PRESS SHOWING All cotton American-designed daytime dresses from 50 manufacturers to be presented to the press at a cocktail showing by the National Cotton Council, Cotton Textile Institute, and National Association of House Dress Manufacturers. Attendance by invitation only. Publicity: Frances K. Carter, Max Rogel & Associates, Market 2-3788. | NAT'L COTTON COUNCIL; COTTON TEXTILE INST. ASSN. HOUSE DRESS MFRS. | WALDORF-ASTORIA WEDGWOOD ROOM |
| Thursday April 1 1:00 P.M. Luncheon | SHOES AND ACCESSORIES AT LUNCHEON SHOWING I. Miller will present shoes and accessories for early Summer during luncheon. Press by invitation. Public by reservation. For reservations, contact: Mrs. Otis, PL. 3-1740, Ext. 176. I. Miller Publicity: Louise Langdon, BR. 9-2000. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740, Ext. 169. | I. MILLER | HOTEL PLAZA PERSIAN ROOM |
| April 1 | CANCER DRIVE DURING MONTH OF APRIL. | | |
| April 1 | APRIL FOOL'S DAY (Thursday). | | |

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| Saturday April 3- April 10 | NATIONAL CROCHET WEEK AND CONTESTS First National Crochet Week since 1942, to be observed in department, variety, and chain stores. A window display contest and a nation-wide crochet contest will be conducted in conjunction with the event. Publicity: George Pounder, LE. 2-4455. | NATIONAL NEEDLECRAFT BUREAU, INC. | THROUGHOUT THE COUNTRY |
| Monday April 5- April 8 | INTERNATIONAL BEAUTY SHOW FOR 1948 A four-day series of beauty and fashion events, including daily demonstrations of hair styling and showings of the newest coiffures. On Tuesday, April 6, at 1:45 P.M. and 3:00 P.M. there will be a "Junior Hair and Fashion Show--Tomorrow's Customers"; on Wednesday, April 7, at 1:45 P.M. and 3:30 P.M., a "Hair And Hat Fashion Revue"; at 8:00 P.M. and 9:30 P.M., a "Fabulous Fashions" presentation. All models from the Clyde Matthews Agency. Tickets: \$1.20-\$3.30. Publicity and Coordination: Diane Roberts, MU. 2-4382. | INTERNAT'L BEAUTY SHOW (19 WEST 44TH STREET) | GRAND CENT. PALACE LEXINGTON & 46TH |
| Tuesday April 6 2:30 P.M. | NEW COLLECTION BY HENRY ROSENFELD Russeks Fifth Avenue will present the new collection by Henry Rosenfeld. Open to public. Publicity: Helen Moran, WI. 7-1900. | RUSSEKS FIFTH AVENUE | YOUNG 7TH FLOOR |
| Tuesday April 6 5:00 P.M.- 7:00 P.M. Cocktails | OPENING OF SALON AND EXECUTIVE OFFICE BLDG. Helena Rubinstein will present a dramatization of salon services offered in her newly completed Salon and Executive Office Building at 655 Fifth Avenue, to the press and trade. (Opening originally scheduled for March 15). Attendance strictly by invitation. Publicity: Amy Blaisdell, EL. 5-2100. | HELENA RUBINSTEIN, INC. | 655 FIFTH AVENUE |
| April 6 | ARMY DAY (Tuesday) | | |
| Wednesday April 7 1:00 P.M. Luncheon | SHOWING OF FURS FOR SPRING 1948 Furs for Spring will be presented during luncheon by Dein-Bacher of The Waldorf. Press by invitation. Public by reservation. For reservations, contact: "Frank", headwaiter, EL. 5-3000. Dein-Bacher Publicity: Miss Courtney, PL. 9-5913. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000. | DEIN-BACHER OF THE WALDORF | WALDORF-ASTORIA SERT ROOM |
| Wednesday April 7 4:00 P.M.- 6:30 P.M. Cocktails | PREVIEW TO INTRODUCE PERFUMED HAIRBRUSH Kent of London will have a press party to introduce a perfumed hairbrush for women. Attendance by invitation only. Publicity: Arthur Cooper, International Counseling, WH. 3-3140. | KENT OF LONDON | COLONY RESTAURANT 61ST & MADISON |
| Thursday April 8 1:00 P.M. Luncheon | SUMMER FURS AT LUNCHEON SHOW Showing of Summer furs by Aronowicz. Hats by Robert Dudley. Press by invitation. Public by reservation. For reservations, contact: Mrs. Otis, PL. 3-1740, Ext. 176. Aronowicz Publ.: Muriel Francis, PL. 9-5600. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740. | ARONOWICZ FURS (19 WEST 57TH ST.) | HOTEL PLAZA TERRACE ROOM |

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| Monday April 12 1:00 P.M. Luncheon | SPRING AND SUMMER MILLINERY SHOWING The Spring and Summer collection of hats by the Annas will be presented during luncheon. Press by invitation. Public by reservation. For reservations, contact PL. 3-4500, Ext. 123. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790. | ANNAS' (22 EAST 56TH ST.) | ST. REGIS HOTEL IRIDIUM ROOM |
| Wednesday April 14 1:00 P.M. Luncheon | BATHING SUIT FASHIONS AT LUNCHEON SHOW Franklin Simon will present bathing suits, play clothes, slacks and beach ensembles by Sun-Surf Modes. Press by invitation. Public by reservation. For reservations, contact: "Frank", headwaiter, EL. 5-3000. Sun-Surf Modes Publicity: Nancy Goehring, MU. 4-7534. Franklin Simon Publicity: Frances Healy, WI. 7-9600. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000. | SUN-SURF MODES; FRANKLIN SIMON | WALDORF ASTORIA SERT ROOM |
| Thursday April 15 4:00 P.M.- 6:00 P.M. Cocktails | PRESS SHOWING OF TOMMIES A "Snooze News" broadcast of all the last-minute flash news about Tommies Pajamas. Showing promptly at 4:30 P.M. By invitation only. Commentator: Bert Bacharach. Contact: Marjorie Lobman, MU. 9-6292. | KAYLON, INC. (180 MADISON AVE.) | PRINCE MATCHABELLI CROWN ROOM (711 5TH) |
| April 18 | NATIONAL PHARMACY WEEK (April 18-April 24). | | |
| Week of April 19 | ADVANCE FALL OPENINGS OF GUILD SHOE LINES The shoes to be featured at this opening are: early Fall styles in street, dress, formal and indoor types. Back-to-school shoes will be included as will shoes for coordination with ready to wear and accessories. Shoes purchased at this opening period will be for July, August and September delivery. The member firms of The Guild of Better Shoe Manufacturers are: Beleganti Shoes, Inc.; Cangemi, Inc.; Thos. Cort, Ltd.; Fox Shoe Mfg. Corp.; Jerro Brothers; Mackey-Starr, Inc.; John Marino, Inc.; I. Miller & Sons, Inc.; Newton Elkin Shoe Co. (Pandora); Palter deLiso, Inc.; Schwartz & Benjamin, Inc. (Custom-craft Originals); Setroy, Inc. (Seymour Troy Originals); Van Arden, Inc.; Reual, Inc.; M. Wolf Sons, Inc. (Lupine); Morris Wolock & Co.; Zuckerman & Fox, Inc. Contact: Kate Goldstein Kamen, Exec. Sec'y., 875 Fifth Avenue, RE. 4-4888. | THE GUILD OF BETTER SHOE MANUFACTURERS | INDIVIDUAL SHOWROOMS GUILD MEMBER FIRMS |
| April 19 | PATRIOT'S DAY (Monday). | | |
| April 19 | WORLD FELLOWSHIP WEEK (April 19-April 25). | | |
| Wednesday April 21 1:00 P.M. Luncheon | SUMMER FASHIONS AT LUNCHEON SHOW Russeks Summer collection will be presented during luncheon. Press by invitation. Public by reservation. For reservations, contact: "Frank", headwaiter, EL. 5-3000. Publicity: Helen Moran, WI. 7-1900. Ted Saucier Publicity Office: Anette Goodrich, EL. 5-3000. | RUSSEKS FIFTH AVE. | WALDORF-ASTORIA SERT ROOM |
| April 24 | FIRST DAY OF JEWISH PASSOVER (Saturday). | | |
| April 25 | BEGINNING OF DAYLIGHT SAVING TIME (Sunday). | | |
| April 25 | NATIONAL BABY WEEK (April 25-May 1) | | |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|--|---|--|---|
| Wednesday April 28 1:00 P.M. Luncheon | CHILDREN'S FASHIONS AT LUNCHEON SHOW L. Brogan will present children's fashions during luncheon. Press by invitation. Public by reservation. For reservations contact, "Frank", headwaiter, EL. 5-3000. Contact: L. Brogan, PL. 3-1241. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000. | L. BROGAN | WALDORF-ASTORIA SERT ROOM |
| May 2 | NATIONAL MUSIC WEEK (May 2-May 8). | | |
| May 3 | BRITISH INDUSTRIES FAIR (May 3-May 14). | | |
| Monday May 3- May 8 | "WORLD UNDER ONE ROOF" EXPOSITION The second annual International Travel and Vacation Show will present vacation opportunities, showing resort areas in this country and abroad; colorful exhibits by railroads, steamships and airlines. One section of the main floor will be devoted entirely to manufacturers, retailers and designers in the fashion industry, as related to travel. Price: \$1.00 plus tax. Contact: Patricia Calvert, MU. 7-3995. | INTERNATIONAL TRAVEL AND VACATION SHOW | GRAND CENTRAL PALACE LEXINGTON & 46TH ST. |
| May 9 | MOTHER'S DAY (Sunday). | | |
| Wednesday May 12 1:00 P.M. Luncheon | CUSTOM-ORDER FASHIONS AT LUNCHEON SHOWING Florence Lustig will present her Summer and Fall custom-order collections during luncheon. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Lustig Publicity: Germaine Garnett, PL. 9-1980. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000. | FLORENCE LUSTIG (54 EAST 57TH ST.) | WALDORF-ASTORIA SERT ROOM |
| Monday May 17 | ANNUAL NATIONAL COTTON WEEK "Cotton--America's Favorite Fabric" will be the theme of National Cotton Week, with retail store participation throughout the country, and cotton carnivals in many Southern cities. Contact: The Cotton-Textile Institute, Inc., WO. 2-0270. | COTTON-TEXTILE INSTITUTE INC. | THROUGHOUT THE COUNTRY |
| Beginning Monday May 24 | OPENING OF FALL LINES In accordance with the practice followed in recent seasons, the FOGA houses will show only a single collection for the Fall season. (These are one week later than last year's showings.) Guild members who will present their lines include: HANSEN BANG, INC. BEN BARRACK, INC. WILLIAM BASS DRESS CO. CAPRI FROCKS, INC. CARLYE DRESS CORP. DEITSCH, WERSBA, COPPOLA FOX-BROWNIE, INC. ED GERRICK, INC. A. GOODMAN & CO. FRED GREENBERG DRESS CO. JOSEPH HALPERT, INC. Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945. | FASHION ORIGINATORS' GUILD OF AMERICA HORWITZ & DUBERMAN INTERNATIONAL DRESS JUNIOR LEAGUE FROCKS KAPLAN & GRABOIS SAMUEL KASS GOWNS CHARLES LANG, INC. DAVID LEONARD & LEVINE MARY LEE, INC. MORRIS & MARCUS PARNIS-LIVINGSTON, INC. BEN REIG, INC. | INDIVIDUAL NEW YORK SHOWROOMS C. H. D. ROBBINS CO. RUDOLF GOWNS, INC. PAUL SACHS ORIGINALS MARTIN SIMON, INC. HERBERT SONDHEIM, INC. FRANK STARR, INC. SUZANNE-AUGUSTINE, INC. JANET TAYLOR HANNAH TROY, INC. |

MUSIC...MOVIES...THEATRE

- Friday
March 12-
March 14
- BALLET Russe de Monte Carlo NEW YORK CITY CENTER, 131 WEST 55TH ST.
March 12: GISELLE, CIRQUE DE DEUX, RODEO
March 13: (Mat.) COPELLIA, PAS DE DEUX, CLASSIQUE, LE BEAU DANUBE
March 13: (Eve.) CONCERTO BAROCCO, BILLY SUNDAY, CIRQUE DE DEUX, DANUBE
March 14: (Mat.) LES SYLPHIDES, THE NUTCRACKER, RODEO
March 14: (Eve.) BALLET IMPERIAL, BILLY SUNDAY, PAS DE DEUX CLASSIQUE, GAITE PARISIENNE.
 Publicity: Michael Mindlin, CI. 7-5911.
- Friday
March 12
- PREMIERE: "THE MATING OF MILLIE" (Movie) LOEW'S STATE, B'WAY & 45TH ST.
 Columbia romantic comedy about a "career girl" who tries to adopt an orphan, starring Glenn Ford and Evelyn Keyes. Producer: Casey Robinson. Director: Henry Levin. Settings: Wilbur Menefee and Sidney Clifford. Costumes: Jean Louis. Publicity: Hortense Schorr, CI. 5-5000.
- Sunday
March 14
- OPENING: "TEMPORARY ISLAND", EXPERIMENTAL THEATRE, MAXINE ELLIOT THEATRE
 The Experimental Theatre presents a play about a school teacher and a traveling circus, starring Vera Zorina, Ernest Truex, Philip Bourneuf. Producer: Cheryl Crawford. Director: Halsted Wells. Settings and costumes: Larry Goldwasser. Publicity: William Doll, PL. 7-4836.
- Tuesday
March 16
- OPENING: "YOU NEVER CAN TELL" MARTIN BECK THEATRE, 45TH WEST OF B'WAY
 The Theatre Guild, in association with Alfred Fischer, presents the George Bernard Shaw comedy starring Leo G. Carroll, Tom Helmore, Ralph Forbes, Frieda Inescort, Patricia Kirkland. Director: Peter Ashmore. Production supervision: Theresa Helburn and Lawrence Langner. Settings and costumes: Stewart Chaney. Premiere promptly at 8:00 P.M. Publicity: Joseph Heidt, CO. 5-6170.
- Tuesday
March 16
- PREMIERE: "THE MIRACLE OF THE BELLS" (Movie) RIVOLI THEATRE, B'WAY & 49TH ST.
 RKO adaptation of the Russell Janney novel, starring Fred MacMurray, Valli, Frank Sinatra, Lee J. Cobb. Producer: Jesse L. Lasky and Walter MacEwen. Director: Irving Pichel. Settings: Darrell Silvera and Harley Miller. Costumes: Rene. Screen play by Ben Hecht and Quentin Reynolds. Publicity: Rutgers Neilson, CO. 5-6500.
- Thursday
March 18
- OPENING: "JOY TO THE WORLD" PLYMOUTH THEATRE, 45TH WEST OF B'WAY
 John Houseman and William R. Katzell present the Allen Scott comedy about Hollywood, starring Alfred Drake and Marsha Hunt, with Mary Welch, Hugh Rennie. Director: Jules Dassin. Settings: Harry Horner. Costumes: Beverly Woodner. Publicity: Sam Friedman, PL. 7-4380.
- Friday
March 19-
March 21
- NEW YORK CITY OPERA PRESENTATIONS, NEW YORK CITY CENTER, 131 WEST 55TH ST.
 The New York City Opera Company will begin the Spring season with:
March 19: DON GIOVANNI; March 20: LA TRAVIATA; March 21: (Mat.) CARMEN;
March 21: (Eve.) LA BOHEME. Publicity: Jean Dalrymple, MU. 8-3847.
- Wednesday
March 24
- PREMIERE: "THE SEARCH" (Movie) VICTORIA THEATRE, BROADWAY & 46TH ST.
 MGM drama about a mother's search for her child in post-war Germany, starring Montgomery Clift and Aline MacMahon. Director: Fred Zinnemann. Publicity: Herbert Crooker, BR. 9-7800.
- Friday
March 26
- PREMIERE: "APRIL SHOWERS" (Movie) STRAND THEATRE, BROADWAY & 47TH ST.
 Warner Bros. musical comedy about vaudeville days, starring Jack Carson and Ann Sothern. Producer: William Jacobs. Director: James Kern. Settings: Ben Bone. Costumes: Travilla. Publicity: Eve Siegel, CI. 6-1000.